

THE ART OF ADVERTISING.

'Profitable Advertising' is a subject with which Ashby Goodall deals in a recent number of *The Magazine of Commerce*. He says in the course of his article, in referring to shipping:— 'Records of quick passages, the comfort and steadiness of certain boats are among the more elementary facts that might easily be made use of. Again, there is room for creative advertising in shipping circles. There are numbers of men with money and leisure who might easily be induced to visit South Africa, America, etc., and incidentally to swell the revenue of the steamship companies. A full boat at slightly reduced rates would be more productive from the owner's point of view than a boat half full. Why will not some of the companies try it at slack seasons of the year? Nominally, we are a seafaring people; in reality, few of us ever go to sea. Why do not the shipowners take advantage of this trait in the national character, and impress on the public the great fact that there is no holiday like a sea voyage, to say, Morocco, Cape Town, or Canada and back, and that it is, when all is said and done, less expensive than a prolonged stay at a fashionable watering-place?'

Profitable advertising is an undoubted art and one well worthy the study not only of the great stations of commerce but retail merchants. It is not a question of very large type or even of prominent position which makes an advertisement successful; it is the affording of information which the public wants to know. Tom Jones may fancy he has fulfilled his destiny as an advertiser when he has announced on a neat card in the right-hand top corner of some local sheet that he is a 'dispensing chemist.' This is a fact which the new comer probably grasps on the way from the railway station or steamer, therefore hardly needs to be told, while to the old resident it is as time-worn a truth as that B follows A in the alphabet. What the public would like to know is whether the long overdue invoice of chlorodyne or codliver oil has arrived, or whether a new panacea for rheumatism, gout or face ache has made its appearance, without being compelled to write numberless cheques or make a personal visit of enquiry on the subject. The frequent complaint of advertisers that 'advertisements are no use' is largely due to the advertiser's own negligence or failure to grasp what, where and how to advertise. Successful advertising does not always lie in an announcement being laid before the largest number of people, but in reaching the right class of people; the people who really read papers, and the people with money to spend.

HONGKONG HIGH-LEVEL TRAMWAYS COMPANY, LIMITED

TIME TABLE.

WEEK DAYS.
7.00 a.m. to 7.30 a.m. Every 15 minutes.
7.30 a.m. to 8.00 a.m. Every 10 minutes.
8.00 a.m. to 8.30 a.m. Every 15 minutes.
8.30 a.m. to 9.30 a.m. Every 10 minutes.
9.30 a.m. to 11.00 a.m. Every 15 minutes.
11.30 a.m. to 12.45 p.m. Every 15 minutes.
12.45 p.m. to 1.15 p.m. Every 10 minutes.
1.15 p.m. to 1.45 p.m. Every 15 minutes.
1.45 p.m. to 2.15 p.m. Every 10 minutes.
2.15 p.m. to 3.00 p.m. Every 15 minutes.
3.00 p.m. to 5.00 p.m. Every 15 minutes.
5.00 p.m. to 6.00 p.m. Every 10 minutes.
HOLIDAY DAYS.
7.00 a.m. to 7.30 a.m. Every 15 minutes.
7.30 a.m. to 8.00 a.m. Every 10 minutes.
8.00 a.m. to 8.30 a.m. Every 15 minutes.
8.30 a.m. to 9.30 a.m. Every 10 minutes.
9.30 a.m. to 11.00 a.m. Every 15 minutes.
11.30 a.m. to 12.45 p.m. Every 15 minutes.
12.45 p.m. to 1.15 p.m. Every 10 minutes.
1.15 p.m. to 1.45 p.m. Every 15 minutes.
1.45 p.m. to 2.15 p.m. Every 10 minutes.
2.15 p.m. to 3.00 p.m. Every 15 minutes.
3.00 p.m. to 5.00 p.m. Every 15 minutes.
5.00 p.m. to 6.00 p.m. Every 10 minutes.

Extra cars at 11.30 and 11.45 p.m.
SPECIAL CARS by Arrangement at the Company's Office, ALEXANDRA BUILDINGS, Des Voeux Road Central.
JOHN D. HUMPHREYS & SON
General Managers
Hongkong, December 6, 1904. 1904

THE COMMERCIAL LAW AFFECTIONS OF CHINESE.
With Special Reference to
PARTNERSHIP REGISTRATION AND
BANKRUPTCY LAWS IN
HONGKONG.
(Reprinted from the China Mail.)
For Sale at the China Mail Office.
Price \$1.00.

GRIMAUD'S SYRUP OF HYPO-PHOSPHITE OF LIME

FOR DISEASES OF THE CHEST

All suffering from Catarrh, Consumption, Obstructive Coughs or Colds and those affected with diseases of the Chest, Lungs and Bronchial Tubes, should take

GRIMAUD'S SYRUP OF HYPO-PHOSPHITE OF LIME
Prescribed by the leading medical authorities in all countries for the last twenty-five years with the greatest success, it continues to retain its reputation where all other medicines have failed.

Grimaud's Syrup immediately arrests the Cough, Spitting of blood and Night-sweats, and the Appetite improves rapidly—a fact soon demonstrated by an increase of weight and healthy appearance. Grimaud's Syrup has a rose colour, and is sold in flat oval bottles. Beware of Imitations.
GRIMAUD & Co., Paris, Ltd. and Chemists
For Sale by A. R. Watson & Co., Chemists

CARBONIC ACID
in iron drums
ALWAYS IN STOCK AT MODERATE PRICES.
Special Arrangements for Season-Contracts.
GROSSMANN & Co.

ENO'S A SIMPLE REMEDY
FOR ALL 'FRUIT' IMPURITIES
OF THE BLOOD. **'SALT'**

'It is not too much to say that the merits of ENO'S 'FRUIT SALT' have been published, tested, and approved, literally from Pole to Pole, and that its cosmopolitan popularity to-day presents one of the most signal illustrations of commercial enterprise to be found in our trading records.'—*European Mail*.

CAUTION.—See Capsule marked ENO'S 'FRUIT SALT' Without it you have a worthless imitation.
Prepared only by J. G. ENO, Ltd., 'FRUIT SALT' WORKS, LONDON, ENG., by J. G. ENO'S Patent.
Sold by Chemists, &c., everywhere.

MAIL STEAMER DEPARTURES.

The following table is a chronologically arranged list of mail steamer sailings to Europe, America, Canada, and Australia. Coast ports, Manila, and Japan are not given, for steamers are constantly sailing for those ports. All the American steamers call at Japan, and the majority of the Australian boats call at Manila, and, in addition to those vessels, special steamers run there. The departure of every steamer is subject to alteration. The P. & O. mails usually reach London in about 28 days, and the French and German in about 28 or 30 days.

DEP.	STEAMER	DESTINATION	MAIL DUE LONDON ABOUT	DUE
Dec. 31	P. & O. Bengali	London	Feb. 29	Feb. 5
Jan. 4	G. M. S. Seydlitz	Hamburg	" 8	" 14
" 10	M. M. Dumbel	Marseilles	" 15	" 21
" 14	P. & O. Malta	London	" 22	" 28
" 18	G. M. S. Roon	Brumen	" 28	" 3
" 24	M. M. Australian	Marseilles	" 31	" 6
Feb. 1	P. & O. Coromandel	London	" 28	" 3
" 11	G. M. S. Bayern	Hamburg	" 14	" 18
" 15	P. & O. Simla	London	" 28	" 3
" 25	G. M. S. Zieten	Brumen	" 31	" 6
" 25	P. & O. Chusan	London	" 28	" 3

CANADIAN MAIL.

DEP.	STEAMER	DESTINATION	DUE
Dec. 28	C.P.R. Athenian	Vancouver	1905 Jan. 21
1905 Jan. 11	Empress of China	do.	Feb. 1
Jan. 20	Empress of India	do.	Feb. 10
Feb. 8	Empress of Japan	do.	Feb. 18
March 15	Athenian	do.	March 25
" 28	Empress of China	do.	April 7
April 19	Empress of India	do.	April 29
May 10	Empress of Japan	do.	May 20
" 24	Athenian	do.	June 3

AMERICAN MAIL.

DEP.	STEAMER	DESTINATION	DUE
1905 Jan. 6	O. & O. Korea	San Francisco	Feb. 3
Jan. 13	Cephe	do.	" 10
" 20	P.M.S. Siberia	do.	" 17
Feb. 3	do. Mongolia	do.	" 24
" 17	do. China	do.	" 28
" 28	do. Manchuria	do.	" 31
March 11	O. & O. Doric	do.	April 8
" 24	do. Korea	do.	" 21
April 4	do. Cephe	do.	" 28

AUSTRALIAN MAIL.

DEP.	STEAMER	DESTINATION	DUE
1905 Jan. 11	E. & A. Australian	Sydney	Feb. 1
Jan. 20	C. N. Tapan	do.	" 10
" 28	N. D. L. Prinz Waldemar	do.	" 17
Feb. 8	E. & A. Empress	do.	" 24
" 11	C. N. Tapan	do.	" 28
Mar. 6	N. D. L. Prinz Sigismund	do.	" 31
" 8	E. & A. Empress	do.	" 31
Apr. 1	E. & A. Empress	do.	" 31
" 17	N. D. L. Prinz Waldemar	do.	" 31
May 3	E. & A. Empress	do.	" 31
" 20	N. D. L. Prinz Sigismund	do.	" 31

Intimations.

A. LING & CO., FURNITURE STORE.

FOOCHOW LACQUERED WARE.
68, QUEEN'S ROAD CENTRAL, HONGKONG.
Hongkong, September 3, 1904. 1627

WING FAT, IMPORTER AND EXPORTER.

SILK MERCHANT.
JEWELLERY DEALER AND GOLD AND SILVERSMITH.
H. S. always on hand a Special Selection of Assorted of every kind and pattern of Chinese Manufactured SILKS, CURIOS, IVORY WARES, and best quality of China Grass Cloth and Chinese Embroideries. Also Best kind of Manila Cigars. Inspection is cordially solicited. Prices very low.
No. 66, QUEEN'S ROAD CENTRAL, Next Door to Chinese Club, Hongkong, November 1, 1904. 1966

BOARD AND RESIDENCE.

'KILLADOON.'
ON North Spit of MORRISON HILL, 151, WANCHAI ROAD, Light, Airy and Well-furnished Double and Single Rooms with full view of the Harbour With or without board.
For Terms, apply on the Premises, to Miss G. S. WEBB.
Hongkong, July 20, 1904. 138

ZETLAND HOUSE.

SUPERIOR ACCOMMODATION.
(Opposite Coptham House), No. 10, QUEEN'S ROAD CENTRAL. MODERATE CHARGES.
Mrs. WATLING, Proprietress.
Hongkong, July 27, 1904. 1374

THE 'WAVERLEY'.

NO. 34, QUEEN'S ROAD CENTRAL, Opposite the Post Office.
First-class BOARDING ESTABLISHMENT. Large Airy Well-furnished Rooms. Table d'Hôte at Separate Tables. Cuisine under the direct supervision of the Proprietress. Moderate Terms.
Hongkong, December 5, 1904. 2183

TANG YUEN.

BOARDING ESTABLISHMENT.
Splendid View of Harbour. No. 18, MACDONNELL ROAD, Under European Management. Apply at the House, or At FAIRALL & CO., Opposite Hongkong Hotel.
Hongkong, June 10, 1903. 67

SING ON & CO.

Nos. 36 & 37, HING LOONG STREET, IRON, STEEL, WIRE, AND HARDWARE MERCHANTS.
Retail and Wholesale Ironmongers, Pig Iron and Foundry Coke Importers, and General Storekeepers. PRICES MODERATE.
Hongkong, December 14, 1904. 2248

TRY OUR FRESH XMAS CAKES.

MADE from the Best of Ingredients and Purest Fresh AUSTRALIAN BUTTER
in 1lb, 2lb, 3lb, and of other sizes made to order by giving previous notice.
Yearly increasing sale is the sufficient guarantee of their superiority. All Orders will be carefully attended to.
H. RUTTONJEE, No. 5, D'Almeida Street, Hongkong. 37 & 38, Elgin Road, Kowloon.
Hongkong, December 19, 1904. 1487

SECOND EDITION.

HISTORY OF THE CHURCHES OF INDIA, BURMA, SIAM, THE MALAY PENINSULA, CAMBODIA, ANNAM, THIBET, COCHINA AND JAPAN.
Entrusted to the SOCIETY of the 'MISSION ETIENNES' Translated by EDWARD HAYTER PARKER
Reprinted from 'THE CHINA REVIEW.' PRICE ONE DOLLAR.
For Sale at 'THE CHINA MAIL' OFFICE, 5, WYNDHAM STREET.

WEEKLY NEWS FOR HOME.

The Overland China Mail
Published to suit the Departure of each English and French Mail Steamer to Europe.
FULL REPORTS
AND ALL THE LATEST INTELLIGENCE (Commercial, Shipping, etc.) \$17 per Annum (including Postage). 'CHINA MAIL' OFFICE, 5, WYNDHAM STREET, HONGKONG.

三字經

1.—THE TRI-METRIC CLASSIC.
2.—THE THOUSAND WORDS POEM
Translated from the Chinese by E. J. KERN, Ph.D.
To be had—Price 75 Cents the set—from the CHINA MAIL OFFICE, 5, WYNDHAM STREET.

His Britannic Majesty's Ships on the China Station.

Name	Class	Tons	Gun.	H.P.	Captain	Last recomd. in
Albion	despatch-vessel	1790	12	300	Comdr. Richard M. Harbord	Hongkong
Albion	battleship, 1st class	12,850	12	13,500	Captain Sydney B. Fremantle	Hongkong
Albion	despatch-vessel	1080	6	1400	Comdr. R. Nugent	Hongkong
Albion	despatch-vessel	11,000	12	18,000	Capt. Charles Windham, C.V.O.	Wohaiwei
Albion	cruiser, 1st class	11,000	16	16,000	Capt. R. N. Osmantony	Hongkong
Albion	gunboat, 1st class	710	6	1300	Lieut. Com. O. V. Maxins	Hongkong
Albion	gunboat, 1st class	710	6	1300	Lieut. Comdr. T. D. Faut	Hongkong
Albion	battleship, 1st class	10,700	14	13,000	Captain Fegan	Wohaiwei
Albion	cruiser, 1st class	12,000	14	21,000	Captain Henry M. Tuder	Hongkong
Albion	water tank and tug	390	—	300	Comdr. Ernest Barton	Singapore
Albion	torpedo boat destroyer	1070	10	1400	Lieut. Comdr. Asker	Hongkong
Albion	cruiser, 3rd class	380	6	5700	Comdr. P. V. Lewis, D.S.O.	Singapore
Albion	cruiser, 3rd class	1590	12	3500	Captain Hon. Walter G. Stapleton	Hongkong
Albion	cruiser, 1st class	12,950	16	13,500	Reserve	Hongkong
Albion	torpedo boat destroyer	375	6	4000	Lieut. Comdr. J. M. Riddors	Wohaiwei
Albion	torpedo boat destroyer	1040	10	800	Captain W. B. Fauchner	Shanghai
Albion	cruiser, 3rd class	3600	17	9000	Lieut. Comdr. A. Gregory	Wohaiwei
Albion	torpedo boat destroyer	280	6	3900	Lieut. Comdr. C. P. Metcalf	Yongtze
Albion	river gunboat	14,100	18	31,500	Captain Francis G. Kirby	Singapore
Albion	cruiser, 1st class	180	2	600	Lieut. Comdr. F. B. Noble	Hongkong
Albion	battleship, 1st class	12,950	16	13,500	Captain T. G. Greet	Wohaiwei
Albion	torpedo boat destroyer	350	6	3900	Reserve	Hongkong
Albion	despatch-vessel	1015	6	1400	Comdr. John Nicholas	Hongkong
Albion	despatch-vessel	835	6	650	Comdr. B. Mauro	Labuan
Albion	despatch-vessel	85	2	240	Lt. Com. R. B. Vaughan	West River
Albion	despatch-vessel	630	6	1400	Comdr. Vivian	Singapore
Albion	despatch-vessel	85	2	240	Lt. Com. H. T. Atty	West River
Albion	cruiser, 2nd class	3600	8	9000	Capt. C. H. H. Munro	Shanghai
Albion	river gunboat	55	2	240	Lt. Comdr. Davidson	Yongtze
Albion	torpedo boat destroyer	290	6	6500	Lieut. Comdr. Crawford	Hongkong
Albion	despatch-vessel	430	6	650	Comdr. Charles Dickson	Hongkong
Albion	cruiser, 2nd class	3400	8	9000	Lieut. Comdr. Y. Dugmore	Yongtze
Albion	cruiser, 2nd class	360	3	200	Capt. J. A. C. Wilkinson	Hongkong
Albion	cruiser, 2nd class	360	3	200	Capt. Leslie Stuart, C.M.G.	Hongkong
Albion	battleship, 1st class	12,950	16	13,500	Comdr. S. St. John Parquhar	Singapore
Albion	despatch-vessel	880	6	1400	Reserve	Hongkong
Albion	torpedo boat destroyer	355	6	6500	Comdr. Ernest C. Hardy	Hongkong
Albion	despatch-vessel	420	6	600	In Reserve	Hongkong
Albion	despatch-vessel	150	2	500	Lieut. Com. C. W. Wrightson	Upper Yangtze
Albion	despatch-vessel	150	2	500	Lieut. Com. Wason	Upper Yangtze

* Flag of Admiral Sir Gerard H. Noel, Commander-in-Chief.

* Flag of Rear-Admiral the Hon. A. G. Curzon-Howe, C.B., C.M.G.

Foreign Men-of-war on the China and Japan Station.

Name	Flag and Description	Tons	Guns	H.P.	Captains	
Aspern	Austro-Hungarian cruiser	2437	20	7300	Capt. Friedrich Gruzenberger	Singapore
Kaiserin Elisabeth	Austro-Hungarian cruiser	4009	26	8000	Captain Mirtl	Shanghai
Achéron	French armoured gunboat	1798	10	1700	Comdr. Lefebvre	Sofien
Alouette	French gunboat	400	7	400	Lieut. A. Varney	Sofien
Argus	French gunboat	123	—	500	Lieut. Crespin	Canton
Aspic	French gunboat	475	4	450	Lieut. Jorave	Sofien
Avalanche	French gunboat	140	5	150	—	Haiphong
Bengali	French gunboat	560	6	400	—	Sofien
Bugard	French cruiser	3740	22	9000	Capt. Lefebvre	Sofien
Cassiope	French gunboat	140	6	150	—	Buaphong
Châteauneuf	French cruiser	8018	18	17,000	Captain Y. Poldons	Wongong
Cometa	French gunboat	520	4	438	Commodore Laval	Haiphong
D'Assas	French gunboat	520	10	900	Commodore L'Est	Sofien
Estoc	French gunboat	520	31	9000	—	Sofien
Eurodo	French destroyer	350	7	308	Lieut. Jehanne	Haiphong
Gueydon	French gunboat	3076	26	20,200	—	Shanghai
Henri Riviere	French gunboat	307	7	300	Lieut. Comdr. Beaussant	Haiphong
Jarvis	French destroyer	1200	12	2900	Commodore Le Gallier	Shanghai
Kersaint	French gunboat	9700	12	18,000	Captain Croe	Haiphong
Montcalm	French cruiser	550	7	500	Lieut. de Van Prat	Haiphong
Mosquet	French torpedo-boat	350	7	300	Capt. Hourse	Yangtze
Olry	French gunboat	4015	27	8000	Comdr. Sennas	Hongy
Pascal	French cruiser	360	7	300	Lieut. de Woorh	Haiphong
Pistole	French torpedo-boat	9437	8	6000	Capt. Vincent	Sofien
Redoubtable	French cruiser	1738	10	1700	Captain Guiberteau	Sofien
Styx	French cruiser	9686	2	20,000	Lieut. Holgu	Shanghai
Sully	French gunboat	628	2	40	Captain Blondel	Along Bay
Surprise	French gunboat	6150	23	4600	Lieut. Carol	Canton
Taking	French cruiser	123	7	500	—	Canton
Vauban	French gunboat	1897	15	5000	Comdr. Huss	Hongkong
Vigilante	French gunboat	11,000	30	14,000	Captain Huss	Shanghai
Bussard	German cruiser	1776	15	2360	Comdr. von Stauditz	Shanghai
Fürst Bismarck	German flag ship	6230	34	10,000	Capt. Weber	Singapore
Geier	German cruiser	6500	37	10,000	Capt. Baron Schimmelmann	Nanking
Hansa	German cruiser	1000	10	1000	Comdr. Baron von M. Hülse	Shanghai
Hansa	German gunboat	900	10	1800	Comdr. Wilbrandt	Shanghai
Thia	German gunboat	850	10	1800	Comdr. Krenke	Hongkong
Jacques	German gunboat	1000	8	875	Comdr. von Grumbkow	Manila
Lucas	German gunboat	1040	15	2800	Comdr. Porius	Shanghai
Möwe	German gunboat	2600	24	8000	Captain Volt	Shanghai
Seeadler	German cruiser	900	10	1300	Comdr. Delmink	Canton
Thetis	German gunboat	170	5	1300	Comdr. Giebler	Shanghai
Tiger	German gunboat	170	5	1300	Lieut. Schari	Canton
Tungsten	German gunboat	170	5	1300	—	Canton
Volgar	German gunboat	170	5	1300	—	Canton
Elba	Italian cruiser	2300	10	7471	Captain Boren Niet	Shanghai
Marco Polo	Italian cruiser	3600	—	—	Captain Presbitero	Shanghai
Puglia	Italian cruiser	2498	29	7400	Capt. Pescotto	Shanghai
Adamastor	Portuguese cruiser	1980	14	4900	Captain d'Anas Ribeiro	Hongkong
Dia	Portuguese gunboat	729	20	6000	Captain Coutinho	Macao
Vasco de Gama	Portuguese cruiser	3315	20	6000	Capt. Manuel Vasco de Cerralho	Hongkong
Alouet	Russian gunboat	310	6	790	Comdr. Guint-r	Vladivostok
Amur	Russian cruiser	2600	6	4700	Comdr. Gramatcheff	Port Arthur
Arckol	Russian cruiser	6000	27	24,000	Capt. Reitzeneichoff	Shanghai
Bayan	Russian cruiser	7600	30	16,500	—	Port Arthur
Boore	Russian gunboat	1000	8	1700	Comdr. Elzekevitch	Shanghai
Bogayr	Russian gunboat	6640	12	19,000	—	Shanghai
Bian	Russian cruiser	6231	6	8000	Capt. Nasrowsky	Sofien
Diaghil	Russian gunboat	1456	3	1700	Comdr. Yureff	Port Arthur
Gaidamak	Russian gunboat	1500	9	3600	Comdr. Zagoransky	Port Arthur
Gromostoy	Russian gunboat	640	6	8000	Captain Jessoz	Vladivostok
Gromobol	Russian cruiser	18,384	54	14,500	Comdr. Skunoff	Shanghai
Gulisk	Russian gunboat	1000	8	1700	Commodore Crowe	Shanghai
Mandjour	Russian gunboat	1254	7	1900	Comdr. Vasili	Port Arthur
Orlov	Russian cruiser	2009	8	17,000	Captain Korbel	Shanghai
Petrovich	Russian gunboat	1449	6	2900	Capt. Jakovitch	Port Arthur
Petrovich	Russian battleship	12,674	15	14,500	Capt. Zatarazoff	Port Arthur
Pobeda	Russian battleship	12,674	15	14,500	Capt. Zatarazoff	Port Arthur
Pollara	Russian battleship	12,674	15	14,500	Capt. Zatarazoff	Port Arthur
Rasbomak	Russian cruiser	1381	10	1738	Comdr. Livan	Port Arthur
Rosk	Russian battleship	12,674	15	14,500	Capt. Zatarazoff	Port Arthur
Rosk	Russian protected cruiser	12,674	15	14,500	Capt. Zatarazoff	Port Arthur
Rurik	Russian protected cruiser	10,623	26	12,250	Capt. Zatarazoff	Port Arthur
Serastop	Russian battleship	10,623	26	12,250	Capt. Zatarazoff	Port Arthur
Silach	Russian gunboat	10,623	26	12,250	Capt. Zatarazoff	Port Arthur
Vladik	Russian gunboat	10,623	26	12,250	Capt. Zatarazoff	Port Arthur
Zabryka	Russian cruiser	1230	15	1194	Comdr. Abramoff	Port Arthur
Albany	U. S. cruiser	3788	28	7600	Capt. Dyer	Cavite
Annapolis	U. S. gunboat	1500	12	1200	Lieut. G. Williams	Shanghai
Brinsbridge	U. S. torpedo-boat destroyer	420	7	8000	Lieut. Irwin	Manila
Berry	U. S. gunboat	420	7	8000	Lieut. Diamaker	Manila
Calla	U. S. gunboat	420	7	8000	Lieut. E. P. Jessop	Hongkong
Cannancy	U. S. torpedo-boat destroyer	420	7	8000	Comdr. Hugo Osterhous	Manila
Cincinnati	U. S. cruiser	3213	19	7600	Lieut. H. L. Arnold	Shanghai
Dale	U. S. torpedo-boat destroyer	420	7	8000	Lieut. A. W. Knox	Manila
Docatur	U. S. torpedo-boat destroyer	420	7	8000	Comdr. J. E. Hood	Shanghai
Elcano	U. S. gunboat	660	10	6000	Captain Mahan	Shanghai
Helena	U. S. gunboat	1382	8	1988	Comdr. J. B. Milben	Cavite
Montcalm	U. S. monitor	3990	6	2000	Commodore G. D. Harbo	Manila
Monterey	U. S. monitor	4084	4	2844	Capt. J. B. Collins	Shanghai
New Orleans	U. S. cruiser	3437	20	7669	Capt. J. B. Collins	Shanghai
Oregon	U. S. cruiser	10,286	49	11,100	Capt. J. B. Collins	Shanghai
Pampanga	U. S. gunboat	201	3	250	Capt. J. B. Collins	Cavite
Parana	U. S. gunboat	201	3	250	Capt. J. B. Collins	Manila
Rainbow	U. S. cruiser	3213	18	7500	Capt. Marshall	Shanghai
Raleigh	U. S. cruiser	4098	27	9913	Captain Very	Manila
Sacramento	U. S. cruiser	1000	12	1113	Captain Bates Marshall	Shanghai
Vicksburg	U. S. gunboat	347	6	1894	Lieut. H. A. Wiley	Shanghai
Villalobos	U. S. gunboat	347	6	1894	Commodore A. W. Dodd	Manila
Wilmington	U. S. gunboat	12,000	50	12,000	Captain Oliver	Shanghai
Wiscasset	U. S. flag ship	12,000	50	12,000	Captain Oliver	Shanghai

A. S. WATSON & CO.,
LIMITED.

ESTABLISHED A.D. 1841.

ALEXANDRA BUILDINGS.

CONFECTIONERY

OF THE FINEST QUALITY.

Imported from the

**LEADING LONDON and
PARISIAN HOUSES.**

CADBURY'S CHOCOLATES.

PAINTILY PACKED.

FASCALL'S BUTTER SCOTCH.

MACKENZIE'S CREAM TOFFEE

**TOM SMITH'S
CHRISTMAS
CRACKERS**

IN GREAT VARIETY.

A. S. WATSON & CO.,
Limited.

ALEXANDRA BUILDINGS.

WM. POWELL,
LIMITED.

**DRAPERS,
DRESSMAKERS,
MILLINERS**

**and HOUSE
FURNISHERS.**

**ALEXANDRA
BUILDINGS.**

A Big Selection of
**FINE QUALITY
Down Quilts**
JUST ARRIVED FROM
ENGLAND.

PRICES FROM
\$9.00 to \$100
Each.

EVERYTHING NEW AND UP-TO-
DATE AT OUR GENTLEMEN'S
ESTABLISHMENT, AT No. 23,
QUEEN'S ROAD, OPPOSITE THE
CLOCK TOWER.

Wm. Powell,
LIMITED,
HONGKONG.



Telephone No. 135.

CLARETS.

	1 doz.	2 doz.	4 doz.
Bottles & Bottles 12 Bottles.			
Vin Ordinaire	\$5.00	\$8.00	\$9.00
Cotes	5.00	8.00	9.00
Medoc	6.00	7.00	10.00
St. Emilion	7.00	8.00	11.00
Margaux	7.50	8.50	12.00
St. Julien	8.50	9.50	12.50
St. Estephe	11.00	12.00	15.00
Cos St. Michel	11.00	14.00	17.00
Ch. Leeville	11.00	15.00	18.00
Ch. Laroche	14.00	16.00	18.00

AMERICAN.

California	\$5.00	\$8.00	\$9.00
Zinfandel	6.00	7.00	10.00

SPANISH.

Valdepenas	\$5.00	\$8.00	\$9.00
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SPECIAL RATES FOR HOBBERS.

An allowance of SEVENTY-FIVE Cents per dozen is made for quarter bottles when returned to our Godown.

H. PRICE & CO.,

158, Queen's Road Central.

MEMOS. FOR TO-MORROW.

Amusements.

3 p.m.—Performance at City Hall.

Miscellaneous.

Goods per Ch. undelivered after this date subject to rent.

Goods per L. undelivered after noon on this date will be landed.

General Memoranda.

SATURDAY, December 31.

11.30 a.m.—Auction of English Boots & Shoes, &c., at Mr. Geo. P. Lamont's Sales Rooms.

Goods per J. undelivered after 4 p.m. on this date subject to rent.

SUNDAY, January 1.

Goods per J. undelivered after this date subject to rent.

MONDAY, January 2.

Exchange Banks Close.

Insurance Offices Close.

WEDNESDAY, January 4.

9 p.m.—Christmas Pantomime at the Catholic Union, Gloucester.

Goods per M. undelivered after this date subject to rent.

Goods per N. undelivered after this date at Noon will be subject to rent and landing charges.

THURSDAY, January 5.

Goods per O. undelivered after this date subject to rent.

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Shipping.

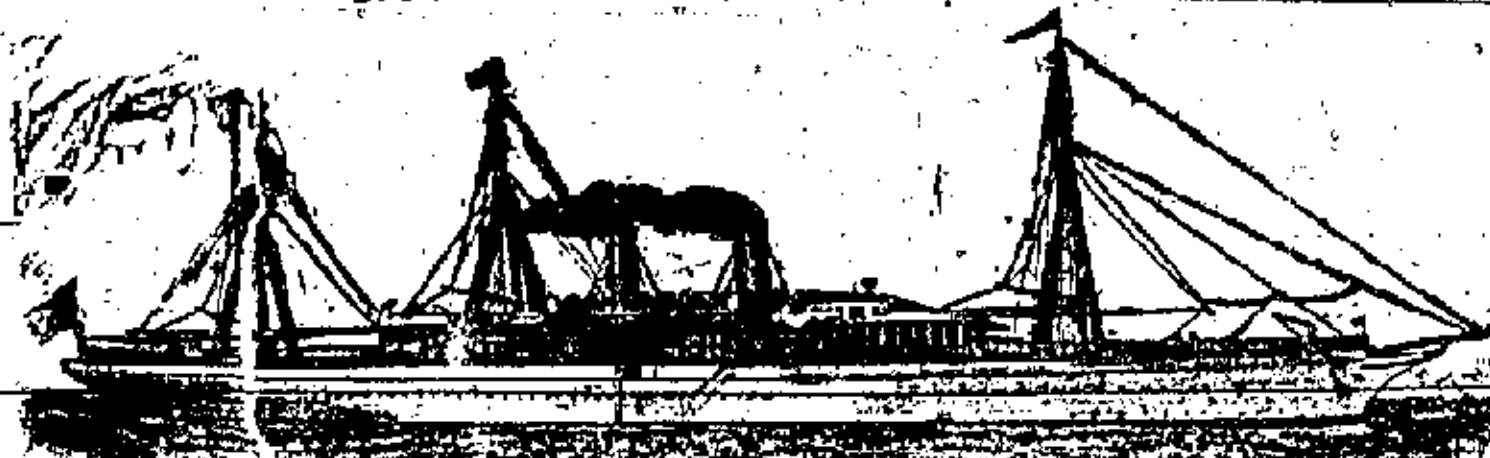
PENINSULAR & ORIENTAL STEAMSHIP NAVIGATION COMPANY

WILL dispatch VESSELS to the Undermentioned PORTS on the DATE named—

PORT	VESSEL	TO SAIL ON	REMARKS
SHANGHAI	Coromandel	About 31st December	Freight and Passage.
LONDON, &c.	Bengal	Noon, 31st December	See Special Advertisement.
YOKOHAMA, via SHANGHAI	Palm	About 12th January	Freight only.
MARSEILLES, LONDON & ANTWERP DIRECT	Fokwang	About 18th January	Freight and Passage.

For further Particulars, apply to
P. & O. S. Co.'s Office,
Hongkong, December 29, 1904.

CANADIAN PACIFIC RAILWAY COMPANY'S ROYAL MAIL STEAMSHIP LINE.



THE FAST ROUTE BETWEEN CHINA, JAPAN AND EUROPE, VIA CANADA AND THE UNITED STATES.
Calling at SHANGHAI, NAGASAKI, KOBE, YOKOHAMA AND VICTORIA, B.C.
Sailing 3 to 7 Days across the Pacific.

PROPOSED SAILINGS FROM HONGKONG. (Subject to Alteration.)

VESSEL	TONS	WEDNESDAY	THURSDAY	FRIDAY
R.M.S. EMPRESS OF CHINA	4425	Jan. 11		
R.M.S. TARTAR	4425		Jan. 25	
R.M.S. EMPRESS OF INDIA	6000	Feb. 8		
R.M.S. EMPRESS OF JAPAN	6000	Feb. 22		
R.M.S. ATHENIAN	3882	Mar. 15		

Hongkong to London, 1st Class, via St. Lawrence 260. via New York 282.
Intermediate on Steamers, " " 240. " " 242.

THE magnificent 'EMPEROR' STEAMSHIPS passing through the famous INLAND SEA OF JAPAN, usually make the voyage YOKOHAMA TO VAN COUVER (B.C.), in 12 DAYS, and make connection with the PACIFIC OVERLAND TRAINS FROM THE PACIFIC TO THE ATLANTIC WITHOUT CHANGE.

R.M.S. TARTAR and ATHENIAN carry INTERMEDIATE Passengers only at intermediate rates, affording superior accommodation for that class.

Passengers booked through to all principal points and AROUND THE WORLD.

SPECIAL RATES (first class only) granted to Missionaries, Members of the Naval, Military, Diplomatic and Civil Services, and to European Officials in the Service of China and Japan Governments.

For further information, Maps, Guides, Booklets, Rates of Freight and Passage, apply to
D. W. CRADDOCK, Acting General Agent,
Hongkong, December 29, 1904.

PORTLAND AND ASIATIC STEAMSHIP COMPANY.

SAILINGS FROM HONGKONG, via INLAND SEA OF JAPAN, MOJI, KOBE & YOKOHAMA; FOR PORTLAND, OREGON.

OPERATING IN CONNECTION WITH THE OREGON RAILROAD & NAVIGATION CO.

STEAMSHIP	TONS	CAPTAIN	TO SAIL AT DAYLIGHT ON
NICOMEDIA	4370	WAGNER	Jan. 9, 1905.
NOMANTIA	4370	BREMER	Jan. 31, 1905.
ARABIA	4483	BARLE	Feb. 20, 1905.
ARAGONIA	5193	SCHULTZ	Mar. 12, 1905.

Through Bills of Lading issued to Pacific Coast Points and all Eastern, Canadian and United States Ports. For through rates of Freight and further information, communicate with or apply to

PORTLAND & ASIATIC STEAMSHIP COMPANY.
Hongkong, December 29, 1904.

OSAKA SHOSHEN KAISHA.

REGULAR STEAMSHIP SERVICE BETWEEN HONGKONG, SOUTH CHINA COAST PORTS AND FORMOSA.

PROPOSED SAILINGS FROM HONGKONG—SUBJECT TO ALTERATION.

FOR	STEAMER	LEAVING
ANPING, via SWATOW, AND AMOY	DECIMA	FRIDAY, Dec. 31, at Daylight.
TAMSUI, via SWATOW AND AMOY	FRITHIOF	SUNDAY, 1st Jan., at Daylight.
FOOCHOW, via SWATOW AND AMOY	TRIUMPH	WEDNESDAY, Jan. 4, at Daylight.
TAMSUI, via SWATOW AND AMOY	M. STRUVE	SUNDAY, 8th Jan., at Daylight.

ON account of the present state of political affairs, all the Company's new Steamers have been requisitioned for Transport Service, and the above-named chartered Steamers have been secured instead for maintenance of the Company's Coastal Services, as soon as the state of Affairs permit the Company will resume running with its specially designed new Steamers.

For Freight, Passage and further information, apply at the Co.'s local Branch Office, at No. 8, Des Voeux Road Central.

T. ARIMA, Manager.

NORTHERN PACIFIC LINE.

BOSTON STEAMSHIP CO. BOSTON TOWBOAT CO.

CONNECTING AT TACOMA WITH

NORTHERN PACIFIC RAILWAY CO.

PROPOSED SAILINGS FROM HONGKONG FOR

VICTORIA B.C. AND TACOMA

VIA

MOJI, KOBE AND YOKOHAMA.

Steamers	Tons	Captains	To Sail
TREMONT	3608	T. W. Garlick	About Jan. 14.
LYRA	1417	G. Y. Williams	About Feb. 9
PELADES	3763	F. G. Furlington	About Mar. 4.

FOR MANILA.

The largest, steadiest, and most comfortable steamers for Manila.

S.S. TREMONT 9808 tons | Capt. T. W. Garlick About 3rd January.

CHEAP FARES, EXCELLENT ACCOMMODATION, ATTENDANCE AND CUISINE. ELECTRIC LIGHT, DOCTOR AND STEWARDESSE.

The Twin-screw s.s. *Shamout* and *Tremont* have just been fitted with very superior accommodation for First and Second Class Passengers. The large size of these vessels ensures steadiness at sea. Electric fan in each room. Barber's shop and steam laundry. Cargo carried in cold storage.

PARCEL EXPRESS TO THE UNITED STATES AND CANADA.

For further information, Apply to

Dodwell & Co., Limited, GENERAL AGENTS.

QUEEN'S BUILDINGS, Hongkong, December 24, 1904.

Shipping.

OCEAN STEAMSHIP COMPANY, LIMITED,

AND CHINA MUTUAL STEAM NAVIGATION COMPANY, LIMITED.

JOINT SERVICES.

FORTNIGHTLY SAILINGS FOR LONDON AND CONTINENT.

MONTHLY SAILINGS FOR LIVERPOOL.

TAKING CARGO ON THROUGH BILLS OF LADING FOR ALL EUROPEAN, NORTH AND SOUTH AMERICAN, WEST AUSTRALIAN, JAVA, AND SUMATRA PORTS.

OUTWARDS.

FROM	STEAMERS	DOE
GLASGOW AND LIVERPOOL	PRINCE	30th December.
GLASGOW AND LIVERPOOL	WREYCASTLE	5th January.

HOMWARDS.

FOR	STEAMERS	TO SAIL
AMSTERDAM, LONDON & ANTWERP	MORUNE	1905.
AMSTERDAM, LONDON & ANTWERP	HYSON	17th January.
GENOA, MARSEILLES & LIVERPOOL	HECTOR	20th January.
AMSTERDAM, LONDON & ANTWERP	PRINCE	31st January.

* Taking Cargo for Liverpool at London Rates.

TRANS-PACIFIC SERVICE.

FOR	STEAMERS	TO SAIL
VICTORIA, SEATTLE, TACOMA, and all PACIFIC COAST PORTS via NAGASAKI, KOBE & YOKOHAMA		

For Freight, apply to BUTTERFIELD & SWIRE, Agents.

CHINA NAVIGATION CO., LD.

FOR	STEAMERS	TO SAIL
KOBE	TAIWAN	3rd January.
MANILA	TAIWAN	3rd January.
PORT DARWIN, THURS. DAY ISLAND, COOKTOWN, CAIRNS, TOWNSVILLE, BRISBANE, SYDNEY and MELBOURNE	TAIWAN	20th January.

The attention of Passengers is directed to the Superior Accommodation offered by these Steamers, which are fitted throughout with Electric Light. Unrivaled Table. A duly qualified Surgeon is carried.

† Taking Cargo on through bills of lading to all Yangtze & Northern China Ports.

‡ Taking Cargo and Passengers at through rates for all New Zealand and other Australian Ports.

REDUCED SALOON FARES, Single and Return, To Manila and Australian Ports.

For Freight or Passage, apply to BUTTERFIELD & SWIRE, AGENTS.

HONGKONG—MANILA.

Highest Class, newest, fastest and most luxurious Steamers between Hongkong and Manila—Saloon amiships—Electric Light—Perfect Cuisine—Surgeon and Stewards carried—All the most up-to-date arrangements for comfort of Passengers.

CHINA AND MANILA STEAMSHIP COMPANY, LIMITED.

Steamship	Tons	Captains	For	Sailing Dates
RUBI	2540	R. W. Almond	Manila	Dec. 31, at 10 a.m.
ZAFIRO	2540	R. Rodger	Manila	Jan. 7, at 10 a.m.

For Freight or Passage, apply to Shewan, Tomes & Co., General Managers.

SOUTH AFRICAN LINE OF STEAMERS.

HONGKONG DIRECT (or via CHEFOO or CHIN-WAN-TAO) to DURBAN, NATAL.

THE following Chartered Steamers will run at intervals of about 3 Weeks—

S.S.	Captain	J. P. Dawson
S.S. SWANLEY		
S.S. COURTFIELD		
S.S. GRANLEY		
S.S. KERAL		
S.S. ASCOT		
S.S. LOTHIAN		
S.S. INKUM		
S.S. SIKH		
S.S. SOPALA		
S.S. INDRASHALA		
S.S. INDRAYELLI		
S.S. SEALDA		

The next Steamer for Durban will be the INKUM, Sailing on SUNDAY, the 1st January, 1905, at Daylight, (Calling at Kuchinotzu, Chafso, and Chin-Wan-Tao.)

For Freight, apply to GIBB, LIVINGSTON & CO., Agents.

JAVA-CHINA-JAPAN LINE.

REGULAR FOUR-WEEKLY SERVICE BETWEEN JAVA, CHINA AND JAPAN.

STEAMERS	FROM	REPORTED ON OR ABOUT	WILL LEAVE FOR	ON OR ABOUT
TJIPANAS	JAPAN	Second half January	JAVA PORTS	Second half January
TJILATJAP	JAVA PORTS	First half January	JAPAN, via SHANGHAI	First half January
TJIMAH	JAVA PORTS	Second half January	JAPAN, via SHANGHAI	First half February

The steamers are all fitted throughout with Electric Light, and have accommodation for a limited number of saloon passengers, and will take cargo to all Ports in Netherlands, India on through B/L.

For particulars of Freight and Passage, apply to the HEAD AGENCY, Java-China-Japan Lijn, ALEXANDRA BUILDINGS.

TELEPHONE No. 576. Hongkong, December 27, 1904.

Shipping.

DOUGLAS STEAMSHIP COMPANY, LIMITED.

FOR SWATOW, AMOY & FOOCHOW.

THE Company's Steamship *HATIAN*, Captain ROBERT, will be despatched for the above Ports on FRIDAY, the 30th inst., at 10 a.m.

For Freight or Passage, apply to

DOUGLAS LARRAIK & Co., General Managers.

Hongkong, December 28, 1904. 2316

INDO-CHINA STEAM NAVIGATION COMPANY, LIMITED.

FOR MANILA.

THE Company's Steamship *LOONGSANG*, Captain G. S. WELLS, will be despatched as above on FRIDAY, the 30th December, at 4 p.m.

This Steamer has superior Accommodation for First-class Passengers, and is fitted throughout with Electric Light.

For Freight or Passage, apply to

JARDINE, MATHESON & Co., General Managers.

Hongkong, December 27, 1904. 2307

REGULAR STEAMSHIP SERVICE TO NEW YORK.

Via PORTS AND SUEZ CANAL.

With Liberty to Call at MALABAR COAST.

PROPOSED SAILINGS FROM HONGKONG:

STEAMERS TO SAIL: 1904.

SHIMOSA About Dec. 30.

GHAZEE About Jan. 25.

SATSUMA About Feb. 5.

For Freight and further information, Apply to

DODWELL & CO., LTD., Agents.

Hongkong, December 27, 1904. 119

STEAM FOR STRAITS, CEYLON, AUSTRALIA, INDIA, ADEN, EGYPT, MEDITERRANEAN PORTS, PLYMOUTH AND LONDON.

Through Bills of Lading issued for BATAVIA, PERAK, SINGAPORE, CEYLON, AUSTRALIA, INDIA, ADEN, EGYPT, MEDITERRANEAN PORTS, PLYMOUTH AND LONDON.

THE Steamship *BENGAL*, Captain G. PHILLIPS, carrying "His Majesty's Mail," will be despatched from this Port on SATURDAY, the 31st December, at Noon, taking Passengers and Cargo for the above Ports in connection with the Company's s.s. *Victoria*, 6,522 tons, from Colombo. Passengers' accommodation in this vessel is secured before departure from Hongkong.

Silk and Yarns, all Cargo for London and for London (under arrangement) will be transhipped at Colombo into the mail steamer proceeding direct to Marseilles via London; other cargo for London, etc., will be conveyed from Bombay by the R.M.S. *Oriental*, due in London on the 12th February, 1905.

Parcels will be received at this Office until 4 p.m. the day before sailing. The contents and value of all packages are required.

For further Particulars, apply to

F. A. HEWITT, Superintendent.

Hongkong, December 17, 1904. 2284

MESSAGERIES MARITIMES.

FRENCH MAIL STEAMERS.

STEAM FOR SAIGON, SINGAPORE, BATAVIA, COLOMBO, INDIA, ADEN, EGYPT, MARSEILLES, LONDON.

HAVRE, BORDEAUX, MEDITERRANEAN, AND BLACK SEA PORTS.

THE Steamship *DUMBEA*.

Captain CHARBONNET, will be despatched for MARSEILLES on TUESDAY, the 10th January, 1905, at 1 p.m.

Passage Tickets and through Bills of Lading issued for above ports.

Cargo also booked for principal places in Europe.

Next sailings will be as follows:

S.S. AUSTRALIAN, January 24, 1905.

S.S. SALAZIE, February 7, 1905.

L. BRIDOU, Acting Agent.

Hongkong, December 28, 1904. 2315

EASTERN & AUSTRALIAN STEAMSHIP COMPANY, LIMITED.

FOR SYDNEY AND MELBOURNE.

(Calling at Port Darwin and Queensland Ports, and taking through Cargo to ADELAIDE, NEW ZEALAND, TASMANIA, &c.)

THE Steamship *AUSTRALIAN*.

Captain SCHAW, will be despatched for the above Ports on WEDNESDAY, the 11th January, at Noon.

This well-known Steamer is specially fitted for Passengers, and has a Refrigerating Chamber, which ensures the supply of Fresh Provisions, Ice, &c. throughout the voyage.

This Steamer is installed throughout with the Electric Light.

A Stewardsess and a duly qualified Surgeon are carried.

N.B.—To ensure the additional comfort of passengers the steamers of the Company have electric fans fitted in staterooms.

For Freight or Passage, apply to

GIBB, LIVINGSTON & CO., Agents.

Hongkong, December 28, 1904. 2313

Shipping.

INDO-CHINA STEAM NAVIGATION COMPANY, LIMITED.

FOR SINGAPORE, PENANG AND CALCUTTA.

THE Company's Steamship *LAISANG*, Captain E. J. TAPP, will be despatched as above on WEDNESDAY, the 4th January, at 3 p.m.

For Freight or Passage, apply to

JARDINE, MATHESON & Co., General Managers.

Hongkong, December 28, 1904. 2318

INDO-CHINA STEAM NAVIGATION COMPANY, LIMITED.

FOR LONDON AND ANTWERP.

THE Steamship *BENLUMOND*, Captain CLARK, will be despatched as above on or about the 10th January, 1905.

For Freight or Passage, apply to

GIBB, LIVINGSTON & CO., Agents.

Hongkong, December 12, 1904. 2237

AMERICAN ASIATIC STEAMSHIP COMPANY.

FOR NEW YORK, via SUEZ CANAL.

With Liberty to call at the MALABAR COAST.

PROPOSED SAILINGS:

S.S. *RAS ISSA* About 20th Jan., 1905.

S.S. *OLAFERDALE* About 30th Jan., 1905.

For Freight and further information, apply to

SHEWAN, TOMES & Co., General Agents.

Hongkong, December 28, 1904. 1970

FOR NEW YORK.

With Liberty to call at the MALABAR COAST.

THE Steamship *SENECA*.

Will sail for New York from Hongkong on or about 25th January, 1905.

For Freight and further information, apply to

STANDARD OIL COMPANY OF NEW YORK, Oriental Freight Department.

Hongkong, December 28, 1904. 2236

NOTICES TO CONSIGNEES.

INDO-CHINA STEAM NAVIGATION COMPANY, LIMITED.

FROM CALCUTTA, PENANG AND SINGAPORE.

THE Company's Steamship *LAISANG*, having arrived from the above Ports, consignees of cargo by her are hereby informed that their goods will be delivered from alongside.

Cargo impeding the discharge of remaining on board after 12 o'clock Noon, the 30th inst., will be landed at Consignees' risk and expense into Godowns at EAST POINT.

No Fire Insurance will be effected.

Bills of Lading will be countersigned by

JARDINE, MATHESON & Co., General Managers.

Hongkong, December 28, 1904. 2317

AUSTRIAN LLOYD'S STEAM NAVIGATION COMPANY.

NOTICE TO CONSIGNEES.

FROM YOKOHAMA, KOBE AND SHANGHAI.

THE Company's Steamship *Gisa*, having arrived, consignees of Cargo are hereby informed that their Goods are being landed at their risk into the Godowns of the Hongkong and Kowloon Wharf and Godown Company, Limited, whence delivery may be obtained.

No Claims will be admitted after the 4th January, 1905.

No Fire Insurance has been effected, and any Goods remaining in the Godowns after the 4th January, will be subject to rent.

Bills of Lading will be countersigned by

SANDER, WHEELER & Co., Agents.

Hongkong, December 28, 1904. 2326

BRITISH INDIA STEAM NAVIGATION COMPANY, LIMITED.

FROM RANGOON AND STRAITS.

THE Co.'s Steamship *Palamcottah*, having arrived from the above Ports, consignees of Cargo by her are hereby informed that their Goods will be delivered from alongside.

Cargo impeding the discharge or remaining on board after 12 o'clock Noon, the 28th inst., will be landed at Consignees' risk and expense into Godowns at EAST POINT.

No Fire Insurance will be effected.

Bills of Lading will be countersigned by

JARDINE, MATHESON & Co., Agents.

Hongkong, December 24, 1904. 2304

BARBER'S LINE OF STEAMERS.

NOTICE TO CONSIGNEES.

THE STEAMSHIP *SATSUMA*.

FROM NEW YORK.

CONSIGNEES of Cargo are hereby informed that all Goods are being landed at their risk into the Godowns of the Hongkong and Kowloon Wharf and Godown Company, Limited, whence delivery may be obtained.

No Claims will be admitted after the 28th inst., will be subject to rent.

All Claims against the Steamer must be presented to the Underwriter on or before the 31st inst., or they will not be recognized.

All broken, chafed, and damaged Goods are to be left in the Godowns, where they will be examined on the 4th January, at 3 p.m.

No Fire Insurance has been effected.

Bills of Lading will be countersigned by

DODWELL & Co., Ltd., Agents.

